

### ***Accomplishments to Date***

**The FTF Strategic Communications Plan for Fiscal Years 2011 to 2013 will be presented at the April 27 Board meeting.**

While work continued to finalize that plan, FTF began implementing some strategies aimed at increasing public awareness of First Things First and the importance of early childhood. Those strategies included: community outreach presentations and earned media coverage to increase general awareness, and increasing parent awareness specifically through Born Learning materials.

The results of those efforts include:

### **Community Outreach**

Board Member Patterson provided First Things First updates to the Tempe Community Council on April 6. Director Allvin provided an update to the Arizona Child Care Association on April 13. And, Member Basha provided an update to the United Way of Pinal County on April 15. In addition to the presentations, 105 packets containing information about First Things First – including the amount of funding allocated statewide and to specific areas, the strategies being funded statewide and in those specific communities, and materials encouraging people to apply to be Regional Council Members – were left with the leadership of those organizations.

On April 9, Chair Lynn and Director Allvin issued a joint Open Letter to the Community. FTF Board members received a copy via email. That letter included information on contacting FTF to schedule a group presentation. In the days that followed we received requests for six presentations:

- Presentations to parents at three Phoenix child care centers on April 27, 28 and 29.
- A presentation to the Democratic legislators in District 4 on June 14.
- A presentation to the staff at SBH Outpatient Services
- And, a presentation to the Yuma Foothills Rotary Club

In addition, First Things First was given the opportunity to include FTF information at the information booth hosted by the Arizona Association for the Education of Young Children during the April 11 Diamondbacks game. The AzAEYC event marked the beginning of the Week of the Young Child in Arizona. Hundreds of post cards with basic information about FTF and early childhood were distributed to attendees. The post cards encouraged readers to sign up for our Email Alerts.

## **Earned Media**

Director Allvin appeared on the April 7 edition of *Horizon*, a public affairs program based in Phoenix. Chair Lynn appeared on a similar program based in Tucson, *Arizona Illustrated*, on April 12. The links to both these interviews can be found on the FTF Web site.

Member Allvin was also interviewed by the State Press for a March 24 story and Chair Lynn was interviewed by KOLD-13, a Tucson television station, for a March 25 story.

Regional Councils continue to earn media surrounding their local efforts, as well. Those articles include:

- Firefighters, United Way offer free pool fence program (*The Glendale Star*)
- First Things First Yavapai Regional Partnership Council sponsors Diaper Drive (*Daily Courier*)

In addition, First Things First champions have submitted their reactions to the latest news regarding First Things First. Those stories include:

- Lawmakers, consider bigger picture (*Republic* – Letter to the Editor)
- Claim: First Things First Article Was a 'Slap in the Face' (*Tucson Weekly* – Letter to the Editor)

## **Born Learning Materials**

The following Regional Councils have opted to use the Born Learning collateral materials as part of their parent awareness efforts: Cocopah Tribe, Cochise, Santa Cruz, Coconino, Yuma, Gila River Indian Community and South Pima.

## **Social Media**

We continue to make regular updates to our Facebook page to keep the community conversation on the importance of early childhood going. Since the last Board meeting, we have increased our number of Facebook fans from 400 to almost 700.